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THE UNIVERSITY OF OKLAHOMA

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SUMMARY OF INDICATORS

Category	7 Mos. '79	7 Mos. '78	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
Personal Income (Monthly Average)					
Unadjusted ($000,000)	1,835	1,618	1,891	13.4	0.2
Adjusted for CPI ($000,000)	866.8	844.0	863.9	2.7	-8.4
Crude Oil Production (000 bbl)	83,735	87,552	12,560	-4.4	5.4
Industrial Power Sales (000,000 Kwh)[a]	4,279	3,957	632	8.1	1.9
Total Bank Deposits ($000,000)[b]					
Demand	3,533	3,343	3,673	5.7	2.8
Savings	6,133	5,408	6,184	13.4	0.3
Savings and Loan Associations ($000,000)					
Assets	5,058	4,447	5,237	13.7	1.3
New Mortgage Loans Made	691	687	109	0.5	-5.8
Employment					
Total Labor Force (000)[c]	1280.8	1251.3	1301.7	2.4	-0.7
Total Employment (000)	1234.4	1200.0	1255.9	2.9	-0.8
Unemployment Rate (%)	3.6	4.1	3.5	—	—

[a]Sales of larger privately owned utility companies. [b]Total deposits of the Federal Reserve Member Banks. [c]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES

City	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79	City	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
Ada	9,818	14.4	7.4	Idabel	4,210	4.9	10.0
Altus	8,614	10.7	-2.6	Lawton	32,357	7.9	8.3
Alva	3,280	12.4	14.3	McAlester	10,579	14.5	9.0
Anadarko	3,636	4.4	1.9	Miami	7,237	11.8	11.5
Ardmore	13,462	13.0	12.3	Midwest City	26,960	17.0	9.6
Bartlesville	20,920	26.8	14.9	Norman	23,757	17.0	3.0
Blackwell	3,810	10.2	17.7	Oklahoma City	220,126	15.8	10.4
Broken Arrow	18,033	17.4	5.6	Okmulgee	6,397	14.2	4.8
Chickasha	7,540	14.1	14.4	Pauls Valley	3,299	7.2	19.5
Clinton	5,136	13.2	8.7	Pawhuska	1,720	22.1	6.3
Cushing	4,402	16.3	6.1	Ponca City	11,767	21.4	5.1
Del City	7,140	15.3	1.9	Poteau	4,415	11.7	4.7
Duncan	10,699	16.5	6.5	Sand Springs	5,716	14.0	7.5
Durant	6,766	17.2	4.5	Sapulpa	8,042	12.1	12.2
Edmond	15,788	21.1	20.9	Seminole	4,136	17.4	6.0
Elk City	5,729	8.9	17.4	Shawnee	15,144	16.0	0.9
El Reno	6,167	13.6	6.5	Stillwater	12,265	15.7	3.8
Guthrie	3,813	16.0	5.1	Tahlequah	4,619	14.7	3.7
Guymon	4,255	16.3	9.6	Tulsa	194,558	10.7	10.3
Henryetta	4,692	13.3	12.8	Watonga	1,743	10.4	8.2
Hobart	2,091	14.6	33.7	Wewoka	2,342	8.3	8.5
Holdenville	2,541	13.5	24.3	Woodward	7,899	15.4	11.4
Hugo	3,119	19.1	11.7				
				Total Selected Cities	780,741	13.8	9.4

Note: All retail trade data are seasonally adjusted.

RETAIL TRADE AND CONSTRUCTION

Category	7 Mos. '79	7 Mos. '78	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
RETAIL TRADE ($000)					
Durable Goods[a]	2,538,015	2,158,001	422,911	17.6	25.2
Auto Dealers	1,642,360	1,348,612	289,280	21.8	35.4
Accessory Dealers	207,276	182,798	31,133	13.4	4.4
Total Automotive	1,849,636	1,531,410	320,413	20.8	31.6
Furniture	203,980	181,988	30,932	12.1	-1.1
Household Appliances	97,690	87,219	15,388	12.0	11.9
Total Furniture and Appliances	301,670	269,207	46,320	12.1	2.9
Lumber and Building Materials	271,880	239,726	44,415	13.4	5.1
Hardware Stores	26,432	22,975	4,427	15.0	19.2
Total Lumber, Building Materials Hardware	298,312	262,701	48,842	13.6	6.2
Nondurable Goods[a]	4,211,415	3,769,297	618,229	11.7	0.2
Apparel	330,596	298,012	48,823	10.9	-1.0
Drug Stores	179,566	206,034	25,188	-12.8	2.1
Eating and Drinking Places	601,730	530,364	89,527	13.5	-0.5
Food Group	1,449,991	1,323,459	210,784	9.6	1.2
Service Stations	614,050	503,589	86,310	21.9	-6.9
Department Stores, Mail Order Houses and Variety Stores	649,422	511,943	107,450	26.8	12.9
Total Retail Trade	6,749,430	5,927,298	1,041,140	13.9	9.0
CONSTRUCTION					
Private Residential Building Permits Issued					
Number of Units	11,109	12,919	1,807	-14.0	-6.9
Residential Contract Awards					
Dollar Value ($000)	685,771	778,146	91,624	-11.9	-25.2
Number of Units	15,414	19,063	1,960	-19.1	-21.6
Nonresidential Contract Awards					
Commercial ($000)	370,256	270,549	47,352	36.8	17.0
Industrial ($000)	62,221	29,396	4,682	111.7	-69.3
Nonbuilding Contract Awards					
Streets and Highways ($000)	158,475	131,833	27,583	20.2	1.5
All Other Nonbuilding ($000)	801,548	136,710	49,635	486.3	36.2
Total Contract Awards ($000)	2,078,271	1,346,634	220,876	54.3	-8.7

Note: All retail trade data are seasonally adjusted.
[a]Totals include data for categories not shown in the table.

LAWTON SMSA

Category	7 Mos. '79	7 Mos. '78	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
Employment (Number)					
Labor Force	32,071	31,946	32,750	0.4	0.5
Total Employment	30,596	30,282	31,150	1.0	0.4
Unemployment Rate (%)	4.6	5.2	4.9	—	—
Private Residential Permits Issued					
Dollar Value ($000)	17,372	15,233	3,974	14.0	199.2
Number of Units	623	610	174	2.1	370.3
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	24,891	29,557	2,942	-15.8	11.9
Number of Units	661	763	67	-13.4	11.7
Nonresidential Contract Awards					
Commercial ($000)	11,146	4,917	1,562	126.7	-20.4
Industrial ($000)	90	100	0	-10.0	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)[a]	1,239	10,810	0	-88.5	0.0
All Other Nonbuilding ($000)	1,732	3,188	97	-45.7	177.1
Total Contract Awards ($000)[a]	39,098	48,572	4,601	-19.5	-0.6
Retail Trade ($000)					
Food	53,500	47,475	8,031	12.7	2.4
Apparel	9,461	7,914	1,411	19.5	0.2
General Merchandise	41,092	36,047	5,925	14.0	-3.5
Furniture	13,586	12,444	2,064	9.2	-2.3
Lumber	9,798	9,578	1,617	2.3	6.2
Auto Dealers	67,946	55,874	11,811	21.6	33.8
Service Stations	17,398	14,234	2,456	22.2	-6.7
Total	229,992	204,807	33,446	12.3	-1.0

Note: All retail trade data are seasonally adjusted.
[a]Totals include revisions in some previous months.

ENID AND MUSKOGEE METRO AREAS

Category	7 Mos. '79	7 Mos. '78	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
ENID					
Employment (Number)					
Labor Force	26,075	25,757	26,775	1.2	-0.9
Total Employment	25,414	25,007	26,150	1.6	-0.8
Unemployment Rate (%)	2.5	2.8	2.3	—	—
Private Residential Permits Issued					
Dollar Value ($000)	15,951	14,004	3,045	13.9	44.2
Number of Units	328	268	54	22.4	58.8
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	22,761	20,637	3,046	10.3	-13.7
Number of Units	331	366	54	-9.6	-6.9
Nonresidential Contract Awards					
Commercial ($000)[a]	5,709	2,755	395	107.2	-60.1
Industrial ($000)	2,045	0	45	—	—
Nonbuilding Contract Awards					
Streets and Highways ($000)	1,465	1,370	207	6.9	—
All Other Nonbuilding ($000)	616	1,813	0	-66.0	—
Total Contract Awards ($000)[a]	32,596	26,575	3,693	22.7	-18.9
Retail Trade ($000)					
Food	22,289	19,390	3,261	15.0	-0.9
Apparel	11,013	9,533	1,654	15.5	-0.5
General Merchandise	26,572	22,638	3,867	17.4	1.2
Furniture	16,694	14,185	2,765	17.7	5.2
Lumber	9,485	9,289	1,624	2.1	0.5
Auto Dealers	39,090	32,097	6,884	21.8	35.4
Service Stations	13,598	11,196	1,924	21.5	-6.6
Total	156,802	138,672	22,030	13.1	-5.5
MUSKOGEE					
Employment (Number)					
Labor Force	26,664	27,521	27,225	-3.1	-0.2
Total Employment	25,250	25,954	25,925	-2.7	0.0
Unemployment Rate (%)	5.3	5.7	4.8	—	—
Private Residential Permits Issued					
Dollar Value ($000)	6,988	3,240	400	115.7	-64.6
Number of Units	220	84	6	161.9	-77.8
Construction Contract Awards					
Residential Contract Awards[a]					
Dollar Value ($000)	12,383	10,374	1,301	19.4	-40.2
Number of Units	262	277	26	-5.4	-46.9
Nonresidential Contract Awards					
Commercial ($000)[a]	6,734	4,277	1,800	57.4	E
Industrial ($000)	200	3,471	0	-94.2	0.0
Nonbuilding Contract Awards[a]					
Streets and Highways ($000)	689	7,849	0	-91.2	0.0
All Other Nonbuilding ($000)	1,917	2,289	42	-16.2	-95.3
Total Contract Awards ($000)[a]	21,923	28,260	3,143	-22.4	-1.5
Retail Trade ($000)					
Food	43,759	39,633	6,433	10.4	-0.2
Apparel	8,439	8,373	1,255	0.8	14.6
General Merchandise	10,152	10,262	1,520	-1.1	15.2
Furniture	7,924	6,483	1,212	22.2	12.0
Lumber	10,474	9,909	1,685	5.7	5.6
Auto Dealers	26,595	21,850	4,680	21.7	35.6
Service Stations	12,453	10,189	1,758	22.2	-6.7
Total	130,196	118,523	18,640	9.8	0.9

Note: All retail trade data are seasonally adjusted.

E = exceeds 800 percent.

[a]Totals include revisions in some previous months.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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OKLAHOMA CITY AND TULSA SMSA

Category	7 Mos. '79	7 Mos. '78	July '79	Percentage Change 7 Mos. '79/'78	Percentage Change July/June '79
OKLAHOMA CITY					
Employment (Number)					
Labor Force	393,871	374,800	403,500	5.1	-0.6
Total Employment	380,828	361,243	390,600	5.4	-0.6
Unemployment Rate (%)	3.3	3.6	3.2	—	—
Mortgage Loans Made ($000)[a]	183,639	191,150	31,995	-3.9	-6.5
Bank Deposits ($000,000)[b]					
Demand Deposits	832	784	887	6.1	6.1
Time and Savings Deposits	1,433	1,235	1,394	16.0	-0.1
Private Residential Permits Issued					
Dollar Value ($000)	187,787	196,756	26,316	-4.6	-30.2
Number of Units	4,086	4,695	510	-13.0	-40.4
Construction Contract Awards					
Residential Contract Awards[c]					
Dollar Value ($000)	190,885	216,729	24,715	-11.9	-26.7
Number of Units	3,815	4,743	466	-19.6	-7.2
Nonresidential Contract Awards[c]					
Commercial ($000)	143,225	91,623	22,207	56.3	23.0
Industrial ($000)	22,078	878	1,500	E	275.0
Nonbuilding Contract Awards[c]					
Streets and Highways ($000)	40,812	34,457	10,666	18.4	136.5
All Other Nonbuilding ($000)	67,481	51,549	37,880	30.9	E
Total Contract Awards ($000)[c]	464,481	395,236	96,968	17.5	61.0
Retail Trade ($000)					
Food	600,455	545,855	87,538	10.0	4.5
Apparel	114,364	106,520	17,235	7.4	-0.4
General Merchandise	357,972	281,267	52,984	27.3	-0.8
Furniture	103,912	91,751	15,341	13.3	-0.2
Lumber	129,226	112,321	20,782	15.1	6.9
Auto Dealers	574,752	472,023	101,198	21.8	35.4
Service Stations	158,381	130,053	22,355	21.8	-6.6
Total	2,210,123	1,910,195	318,523	15.7	0.6
TULSA					
Employment (Number)					
Labor Force	302,057	298,471	307,200	1.2	0.0
Total Employment	291,643	286,586	296,500	1.8	-0.1
Unemployment Rate (%)	3.5	4.0	3.5	—	—
Mortgage Loans Made ($000)[a]	199,888	223,509	25,352	-10.6	-39.6
Bank Deposits ($000,000)[b]					
Demand Deposits	703	713	700	-1.4	-1.4
Time and Savings Deposits	1,139	1,003	1,100	12.7	-1.3
Private Residential Permits Issued					
Dollar Value ($000)	153,040	135,568	25,645	12.9	-8.9
Number of Units	3,680	4,596	843	-19.9	33.4
Construction Contract Awards					
Residential Contract Awards[c]					
Dollar Value ($000)	178,649	193,467	21,396	-7.7	-40.2
Number of Units	4,213	5,263	487	-20.0	-35.2
Nonresidential Contract Awards					
Commercial ($000)[c]	126,569	88,996	11,080	42.2	45.2
Industrial ($000)	34,267	10,858	2,137	215.6	-85.6
Nonbuilding Contract Awards[c]					
Streets and Highways ($000)	25,323	17,693	4,472	43.1	342.7
All Other Nonbuilding ($000)	336,985	34,076	4,147	E	-82.8
Total Contract Awards[c]	701,793	345,090	43,232	103.4	-48.0
Retail Trade ($000)					
Food	449,739	415,870	65,843	8.2	1.6
Apparel	82,533	76,394	11,925	8.0	-1.1
General Merchandise	158,911	181,162	23,976	-12.3	6.4
Furniture	103,775	87,648	15,380	18.4	-2.9
Lumber	84,784	74,687	13,518	13.5	-2.0
Auto Dealers	398,107	326,899	70,121	21.8	35.4
Service Stations	131,376	107,483	18,544	22.2	-6.7
Total	1,581,307	1,446,282	219,174	9.3	-8.0

Note: All retail trade data are seasonally adjusted.

E = exceeds 800 percent.

[a]By savings and loan associations.

[b]Total deposits of the Tenth District Federal Reserve Member Banks.

[c]Totals include revisions in some previous months.